



LIBRARYJOURNAL | School Library Journal  
**The Digital Shift**  
LIBRARIES@THE CENTER

**LJnews**

**Skip Prichard Named**  
will take over from Jordan

WITH THIS ISSUE: LIBRARY BY DESIGN  
**LIBRARYJOURNAL**  
No. 15 | ISSN 0363-0277 | \$8.50  
September 15, 2014 | Volume 139

Disaster Recovery  
GENRE SPOTLIGHT  
NEW ADULT  
**World of Firsts**

LIBRARYJOURNAL  
**LEAD the CHANGE**  
PROFESSIONAL DEVELOPMENT FOR TODAY'S LIBRARIAN

HOME PROGRAMS LOCATIONS SPEAKERS SPONSORS

Library Journal's Lead the Change series offers timely resources and tools to stay ahead of the innovations and changes steering the library profession. Librarians can attend in-person, hands-on events ranging from leadership skill development to engagement marketing, or live and on-demand webcasts focused on user experience.

David Bendekovic, program developer and lead instructor at the Pennsylvania Library Association Academy for Leadership Studies, and his co-facilitators, including recent LJ Librarians of the Year and Movers and Shakers, provide insights, best practices and strategies that will help you transform your career, your library and your community.

Aaron Schmidt, principal at the library user experience consultancy Influx and immediately to help your library better understand and engage your community.

Lead the Change programs are designed for ALL library staff members and stakeholders – directors, managers and supervisors; trustees; and staff at every level across all departments in public, academic and school (K-12) institutions. You may attend alone or in groups with peers. Directors are encouraged to send staff members to our live events for a unique team building experience; groups of five or more will receive 10% off of each ticket.

Lead the Change Community

2014 Lead the Change Community

25% off

# LIBRARY JOURNAL®



**2015 MEDIA PLANNER** | LibraryJournal.com | @LibraryJournal



## [About Us]

*Library Journal* believes communities thrive when libraries provide everyone free access to information, promote literacy and learning, protect intellectual freedom, and preserve cultural memory. We honor this mission and all libraries, librarians, and communities that pursue it, aspiring to act as a guide and advocate for all who benefit from what libraries offer, and produce resources and services that strengthen libraries value to their communities.

### REPRESENTING ALL INSTITUTIONS

*"The public library has the longest potential reach across our life spans, but each library is, in a sense, responsible to the next library. This responsibility is twofold: to inspire graduating patrons' minds to work wonders in the world and to impassion their political hearts to support the role of libraries in our society. I have always considered LJ to be a hub for the collective mind of librarians from all types of institutions, where the issues affecting each get raised, news gets shared, and solutions get nurtured."*

Rebecca T. Miller  
Editorial Director  
*Library Journal* and *School Library Journal*

#### READERSHIP

**12,000+**

magazine subscribers

**60,000+**

magazine readers

**43,000+**

email subscribers

#### ONLINE (OCT 2013 - SEPT 2014)

**2m**

visits

**4.9m**

pageviews

**39%**

via organic search

**22%**

via email

**12%**

via social

#### SOCIAL NETWORKING

**160,000+**

twitter

**33,000+**

tumblr

**30,000+**

f Like



## [An Engaged Community]

### LEADERS IN INNOVATION, ADVOCATES FOR LITERACY

*Library Journal* readers include library professionals from public, academic, research, and institutional libraries from the United States, and around the world, as well as publishers and vendors with an interest in serving libraries and their patrons. They rely on our publications, events, and research to help navigate the challenges facing their respective institutions, and provide relevant materials and services their communities need.

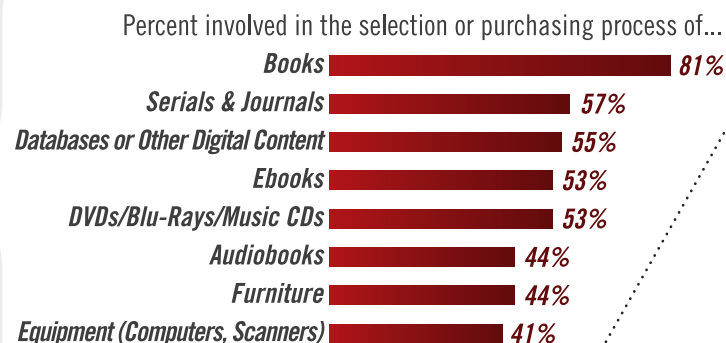
- Library Directors/Asst Directors
- Library/Branch Managers
- Adult/Public Services Librarians
- Collection Development/Acquisitions Librarians
- Reference/Information Services Librarians

*"The best place to find titles that are either just published or are in prepub status - gives me a head's up on relevant titles to purchase."*

*"Alerts me to news that is important and saves me the time of sorting through many publications"*

*"Lead The Change! shatters many myths about library services and encourages positive attitude toward the future of library services... a much needed workshop!"*

## Purchase Influence of LJ Readers



## LJ Reader Demographics

### PUBLIC LIBRARIANS

Average Age= **48** Average # Years in Profession= **16**

Last Fiscal Year Library Materials Expenditures:

Mean= **\$307,000** Median= **\$122,900**

### ACADEMIC LIBRARIANS

Average Age= **51** Average # Years in Profession= **17**

Last Fiscal Year Library Materials Expenditures:

Mean= **\$349,300** Median= **\$168,600**

Base = LJ Print Readers

## [Integrated Marketing]

Founded in 1876 by Melvil Dewey “in the interest of the modern library, and of those desiring to make its influence wider and greater,” *Library Journal* has evolved with the times to become an indispensable, multi-platform resource for library professionals. Print and digital; email and social media; live events and webcasts—*LJ* offers a variety of options for librarians to access the resources and information they need in the format(s) they prefer. Whether leveraging the full breadth of our expansive reach, or taking advantage of highly targeted engagements, you can achieve your goals cost-effectively by choosing the right marketing channels.



**PRINT** — With in-depth coverage of the library and publishing industries, trusted reviews, expert commentary and eye-catching design, *Library Journal* Magazine, published twice monthly, has become a staple in libraries across the country and across the globe.



**ONLINE** — LibraryJournal.com combines all the elements of *Library Journal* in one comprehensive, streamlined website, offering library professionals a continuously updated hub of information and resources to help them run top-notch libraries.



**EMAIL** — Highly visible and delivered directly to the inboxes of our targeted audiences, our emarketing tool allows you complete flexibility in messaging and timing. Go beyond advertising to present your story in depth using compelling graphics along with your own call-to-action.



**EVENTS/WEBCASTS** — Our live and virtual events as well as our popular webcasts bring together librarian thought leaders and industry experts along with our experienced staff and leading vendors to offer forward-thinking conversations, presentations, and interactive platforms on a variety of pressing library topics.



**CONTENT MARKETING** — From social media to custom publishing to native ads, our content marketing initiatives offer deeper engagement with our community that encourages conversation and the exchange of ideas.



**RESEARCH** — We offer comprehensive and reliable research reports based on surveys and actual data collected by our in-house research experts in a number of areas that help libraries answer hard questions and support decision making.

TITLE/PRODUCT  
BRANDING

AUDIENCE ENGAGEMENT

THOUGHT LEADERSHIP

LEAD GENERATION

✓	✓		✓	
✓	✓	✓		
✓	✓	✓		✓
✓	✓	✓	✓	✓
✓		✓		
✓	✓	✓	✓	✓



# LIBRARYJOURNAL<sup>®</sup>

## 2015 EDITORIAL CALENDAR | [libraryjournal.com](http://libraryjournal.com)

### JANUARY LIBRARIAN OF THE YEAR

**Reservations** 12/8/14 **Materials Due** 12/12/14

**Features:** Best Media; ER&L Preview

**Product Spotlight:** Financial Literacy

**Columns:** Library Spaces; Programs that Pop; LaRue on Self-pub

**Collection Development/Readers' Advisory:** Lincoln's Legacy; Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for May, 2015

**Reviews:** Mystery; Science Fiction; Graphic Novels; Erotica; Cooking; Ref Short Takes; Statistics; Gaming; Extended Ereviews

**Additional Opportunities:** ALA Midwinter Galley Guide; AXA Coupon Booklet; ER&L Preview Newsletter

**Events:** Librarian of the Year @ ALA

**Bonus Distribution:** ALA Midwinter, Chicago, IL (January, 30 - February, 3)

### FEBRUARY 1 BEST SMALL LIBRARY IN AMERICA

**Reservations** 12/26/14 **Materials Due** 1/2/15

**Features:** Linked Data & the Open Web; Referenda

**Columns:** The User Experience; Design4Impact; One Cool Thing; Backtalk

**Collection Development/Readers' Advisory:** Men's Health; Best of Memoir; Fiction Debuts

**Prepub Alert:** Fiction & Nonfiction Picks for June, 2015

**Reviews:** Mystery; Christian Fiction; Self-Help; Ref Short Takes; Ereviews; Music

**Bestsellers:** Parenting



### FEBRUARY 15 SPRING ANNOUNCEMENTS WITH EDITORS' PICKS

**Reservations** 1/9/15 **Materials Due** 1/16/15

**Features:** Materials Survey; Joe Janes on LIS

**Columns:** Office Hours; Programs that Pop; Leadership Insights & Outcomes

**Collection Development/Readers' Advisory:** Spring Baseball; Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for June, 2015

**Reviews:** Science Fiction; Romance; Cooking; Parenting; Ereviews; Gaming

### MARCH 1 BEST REFERENCE 2014

**Reservations** 1/23/15 **Materials Due** 1/30/15

**Features:** Paralibrarian of the Year; ACRL Preview

**Columns:** The User Experience; Design4Impact; One Cool Thing; Backtalk

**Collection Development/Readers' Advisory:** Genre Crossovers; Test Prep; Fiction Debuts

**Prepub Alert:** Fiction & Nonfiction Picks for July, 2015

**Reviews:** Mystery; Spiritual Living; Ref Short Takes; Ereviews; Music

**Bestsellers:** Business/Personal Finance/Economics

**Additional Opportunities:** ACRL Preview Newsletter

**Bonus Distribution:** ACRL, Portland, OR (March, 25 - 28)

### MARCH 15 MOVERS & SHAKERS 2015

**Reservations** 2/6/15 **Materials Due** 2/13/15

**Features:** Spring First Novels; ALA Midwinter Wrap-up

**Columns:** Office Hours; Programs that Pop; LaRue on Self-pub

**Product Spotlight:** Materials Handling

**Collection Development/Readers' Advisory:** Gay & Lesbian Fiction; Art (Fashion); Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for July, 2015

**Reviews:** Science Fiction; Graphic Novels; Cooking; Ereviews; Gaming

### APRIL 1 LIBRARY SYSTEMS LANDSCAPE

**Reservations** 2/27/15 **Materials Due** 3/6/15

**Features:** LibraryAware Award; Weeding Wars

**Columns:** The User Experience; Design4Impact; One Cool Thing; Leadership Insights & Outcomes

**Collection Development/Readers' Advisory:** Robots, Androids, AI; Fiction Debuts

**Prepub Alert:** Fiction & Nonfiction Picks for August, 2015

**Reviews:** Mystery; Christian Fiction; Erotica; Ref Short Takes; Ereviews; Music

**Bestsellers:** Gardening

### APRIL 15 MYSTERY PREVIEW

**Reservations** 3/13/15 **Materials Due** 3/20/15

**Features:** Periodicals Price Survey; Best Magazines; ER&L Wrap-up; Training the Tech Trainers

**Columns:** Office Hours; Programs that Pop; Backtalk

**Collection Development/Readers' Advisory:** Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for August, 2015

**Reviews:** Science Fiction; Romance; Cooking; Health; Gaming; Extended Ereviews

**Additional Opportunities:** ER&L Wrap-up Newsletter

### MAY 1 BEA CONFERENCE PREVIEW / AUTHOR PROGRAMMING AT LIBRARIES

**Reservations** 3/27/15 **Materials Due** 4/3/15

**Features:** 10 Years of Best Small Libraries; The Impact Survey; ACRL Wrap-up

**Columns:** The User Experience; Design4Impact; One Cool Thing; Leadership Insights & Outcomes

**Collection Development/Readers' Advisory:** Spanish Language Media

**Prepub Alert:** Fiction & Nonfiction Picks for September, 2015

**Reviews:** Mystery; Crafts & DIY; Spiritual Living; Self Help; Ref Short Takes; Ereviews; Music

**Bestsellers:** Small Press

### MAY 15 UNIQUELY AUDIO

**Reservations** 4/10/15 **Materials Due** 4/17/15

**Features:** Library as Incubator: Building Up After the Lean Years; Best Government Documents

**Columns:** Office Hours; Programs that Pop; LaRue on Self-pub

**Collection Development/Readers' Advisory:** Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for September, 2015

**Reviews:** Science Fiction; Graphic Novels; Cooking; Parenting; Ereviews; Gaming

### SPECIAL SUPPLEMENT: LIBRARY BY DESIGN SPRING EDITION

**Reservations** 4/3/15 **Materials Due** 4/10/15

2x/year tabloid-sized publication for Library Directors, Facilities Managers & 1000 Library-Specific Architects — focuses on library interiors, furnishings, equipment, and design. "What's Hot" column highlights the latest in library products.

**Additional Opportunities:** BEA Galley Guide

**Events:** Day of Dialog; Librarians Lounge @ BEA; Design Institute Spring

**Bonus Distribution:** Book Expo America, New York, NY

# LIBRARYJOURNAL®

## 2015 EDITORIAL CALENDAR | [libraryjournal.com](http://libraryjournal.com)

### JUNE 1 ALA ANNUAL CONFERENCE PREVIEW

**Reservations** 4/24/15 **Materials Due** 5/1/15

**Features:** The Edge Initiative (Assessment Series, Pt. 2);

**Columns:** The User Experience; Design4Impact; One Cool Thing; Backtalk

**Product Spotlight:** 3D Printers

**Collection Development/Readers' Advisory:** Climate Change; Best of Memoir; Fiction Debuts

**Prepub Alert:** Fiction & Nonfiction Picks for October, 2015

**Reviews:** Mystery; Christian Fiction; Spiritual Living; Ref Short Takes; Ereviews; Music

**Bestsellers:** Documentary DVDs

**Additional Opportunities:** ALA Preview Newsletter

### JUNE 15 LIBRARY OF THE YEAR

**Reservations** 5/15/15 **Materials Due** 5/22/15

**Features:** Library's Role in College Readiness; Crowdsourcing

**Columns:** Office Hours; Programs that Pop; Leadership Insights & Outcomes

**Collection Development/Readers' Advisory:** Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for October, 2015

**Reviews:** Science Fiction; Romance; Erotica; Cooking; Ereviews; Gaming

**Additional Opportunities:** ALA Annual Galley Guide; AXA Coupon Booklet

**Events:** Movers & Shakers Luncheon

**Bonus Distribution:** ALA Annual, San Francisco, CA (June, 25 - 30)

### JULY A NEW GENERATION OF LEADERS

**Reservations** 6/5/15 **Materials Due** 6/12/15

**Features:** The Maker Movement and Libraries; BEA News Wrap-up; Summer First Novels

**Columns:** Office Hours; Design4Impact; Backtalk

**Collection Development/Readers' Advisory:** Middle Eastern Cookbooks; Biography & Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for November, 2015

**Reviews:** Science Fiction; Mystery; Graphic Novels; Cooking; Self-Help; Ref Short Takes; Politics Ereviews; Music; Extended Ereviews

**Bestsellers:** History

### AUGUST SCIENCE FICTION PREVIEW

**Reservations** 7/2/15 **Materials Due** 7/10/15

**Features:** Supporting Online Language Learning with Programming; ALA Roundup; TDS15 Preview

**Columns:** Library Spaces; Programs that Pop; LaRue on Self-pub

**Product Spotlight:** TBA

**Collection Development/Readers' Advisory:** Surveillance and Privacy; Fall Football Roundup;

Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for December, 2015

**Reviews:** Mystery; Science Fiction; Romance; Cooking; Parenting; Ref Short Takes; Ereviews; Gaming

**Additional Opportunities:** ALA Wrap-up Newsletter



### SEPTEMBER 1 FALL ANNOUNCEMENTS / HOW LIBRARIES BUY CROSS-FORMAT

**Reservations** 7/24/15 **Materials Due** 7/31/15

**Features:** Outcomes Framework Wrap-up (Assessment Series, Pt. 3); The Digital Shift 2015 Preview

**Columns:** The User Experience; Design4Impact; One Cool Thing; Leadership Insights & Outcomes

**Collection Development/Readers' Advisory:** New Adult Fiction; Breast Cancer Roundup; Fiction Debuts

**Prepub Alert:** Fiction & Nonfiction Picks for January, 2016

**Reviews:** Mystery; Christian Fiction; Ref Short Takes; Ereviews; Music

**Bestsellers:** Art

**Additional Opportunities:** Assessment Series Newsletter

### SEPTEMBER 15 NEW LANDMARK LIBRARIES: PUBLIC

**Reservations** 8/7/15 **Materials Due** 8/14/15

**Features:** Fiction in Translation; The Digital Shift 2015 Preview

**Columns:** Office Hours; Programs that Pop; Backtalk

**Collection Development/Readers' Advisory:** Art (Photography or Architecture); Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for January, 2016

**Reviews:** Science Fiction; Graphic Novels; Cooking; Self-Help; Ereviews; Gaming

### SPECIAL SUPPLEMENT: LIBRARY BY DESIGN FALL EDITION

**Reservations** 7/31/15 **Materials Due** 8/7/15

2x/year tabloid-sized publication for Library Directors, Facilities Managers & 1000 Library-Specific Architects — focuses on library interiors, furnishings, equipment, and design. "What's Hot" column highlights the latest in library products.

**Additional Opportunities:** Landmark Libraries Newsletter

### OCTOBER 1 FALL FIRST NOVELS

**Reservations** 8/28/15 **Materials Due** 9/4/15

**Features:** Charleston Preview; Altmetrics (Academic)

**Columns:** The User Experience; Design4Impact; One Cool Thing; Leadership Insights & Outcomes

**Product Spotlight:** TBA

**Collection Development/Readers' Advisory:** Spy Fiction; Fiction Debuts

**Prepub Alert:** Fiction & Nonfiction Picks for February, 2016

**Reviews:** Mystery; Erotica; Spiritual Living; Ref Short Takes; Ereviews; Music

**Bestsellers:** Cooking

**Additional Opportunities:** Charleston Preview Newsletter

**Events:** The Digital Shift (Virtual)

### OCTOBER 15 PLACEMENTS & SALARIES SURVEY

**Reservations** 9/11/15 **Materials Due** 9/18/15

**Features:** Embedded Library Services; Streaming Video (Academic)

**Columns:** Office Hours; Programs that Pop; LaRue on Self-pub

**Collection Development/Readers' Advisory:** Best of Memoir; Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for February, 2016

**Reviews:** Science Fiction; Romance; Cooking; Fashion Ereviews; Gaming; Extended Ereviews

### NOVEMBER 1 STAR LIBRARIES

**Reservations** 9/25/15 **Materials Due** 10/2/15

**Features:** Audio Feature TBA

**Columns:** The User Experience; Design4Impact; One Cool Thing; Leadership Insights & Outcomes

**Product Spotlight:** TBA

**Collection Development/Readers' Advisory:** Technology Education; Military History; Fiction Debuts

**Prepub Alert:** Fiction & Nonfiction Picks for March, 2016

# LIBRARYJOURNAL®

## 2015 EDITORIAL CALENDAR | [libraryjournal.com](http://libraryjournal.com)

**Reviews:** Mystery; Christian Fiction; African American History; Parenting; Ref Short Takes; Ereviews; Music  
**Bestsellers:** Audio + Reference in supplement

### **SPECIAL SUPPLEMENT: REFERENCE 2016 (POLYBAGGED W/NOV 1)**

**Reservations** 9/18/15 **Materials Due** 9/25/15

- 90+ Reference Publisher Listings
- 500+ New Print & Digital Reference Products arranged by subject categories
- Special Feature Articles
- Best Database Picks (Includes Best Picks for Library Outreach, Professional Resources, Original Content, Ebook Platforms, and many more!)

**Additional Opportunities:** Star Libraries Newsletter

### **NOVEMBER 15 YEAR IN ARCHITECTURE**

**Reservations** 10/9/15 **Materials Due** 10/16/15

**Features:** Christian Fiction Preview; LJ/ALISE Teaching Award; Tech Feature TBA

**Columns:** Office Hours; Programs that Pop; Backtalk

**Collection Development/Readers' Advisory:** Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for March, 2016

**Reviews:** Science Fiction; Graphic Novels; Self-Help; Cooking; Ereviews; Gaming

**Events:** Design Institute

**Bonus Distribution:** Design Institute

### **DECEMBER BEST BOOKS OF THE YEAR**

**Reservations** 10/30/15 **Materials Due** 11/6/15

**Features:** ALA Midwinter Preview; The Cohort Model; Charleston Wrap-up

**Columns:** Library Spaces; Design4Impact; LaRue on Self-pub

**Collection Development/Readers' Advisory:** How to Build a Small Business; Fiction Debuts; LibraryReads

**Prepub Alert:** Fiction & Nonfiction Picks for April, 2016

**Reviews:** Mystery; Science Fiction; Romance; Cooking; Ref Short Takes; Ereviews; Music

**Bestsellers:** Biographies

**Additional Opportunities:** Best Books Newsletter; Charleston Wrap-up Newsletter

**Events:** Directors Summit

**Bonus Distribution:** Directors Summit; ALA Midwinter, Boston, MA (January, 6 - 12)

## REVIEWS HIGHLIGHTS

### **Mystery (12x)**

Jan, Feb 1, March 1, April 1, May 1, June 1, July, August, Sept 1, Oct 1, Nov 1, Dec

### **Romance (6x)**

Feb 15, April 15, June 15, August, Oct 15, Dec

### **Cooking (10x)**

Jan, Feb 15, March 15, April 15, May 15, June 15, July, August, Sept 15, Oct 15, Nov 15, Dec

### **Christian Fiction (6x)**

Feb 1, April 1, June 1, Sept 1, Nov 1

### **Graphic Novels (6x)**

Jan, March 15, May 15, July, Sept 15, Nov 15

## BESTSELLERS CATEGORIES

**Feb 1:** Parenting

**Mar 1:** Personal Finance Business

**Apr 1:** Gardening

**May 1:** Small Press

**Jun 1:** Documentary DVDs

**Jul:** History

**Sept 1:** Art

**Oct 1:** Cooking

**Nov 1:** Audio

**Dec 1:** Biographies





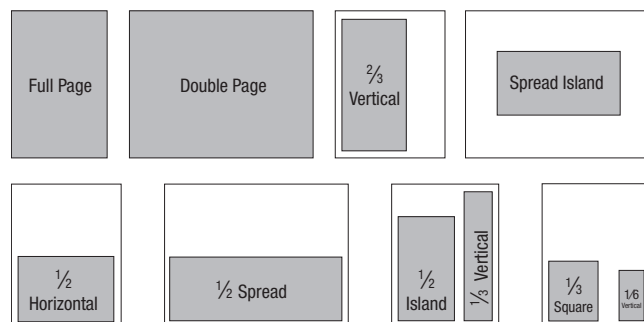
## 2015 ADVERTISING PRINT RATES

4 COLOR	1X	6X	12X	18X	24X	40X
FULL PAGE	\$ 4,830	\$ 4,690	\$ 4,555	\$ 4,420	\$ 4,335	\$ 4,250
SPREAD ISLAND	\$ 4,640	\$ 4,505	\$ 4,370	\$ 4,245	\$ 4,160	\$ 4,080
2/3 PAGE	\$ 4,155	\$ 4,035	\$ 3,915	\$ 3,805	\$ 3,730	\$ 3,655
1/2 ISLAND	\$ 3,865	\$ 3,755	\$ 3,645	\$ 3,540	\$ 3,470	\$ 3,400
1/2 HORIZONTAL	\$ 3,480	\$ 3,380	\$ 3,280	\$ 3,185	\$ 3,120	\$ 3,060
1/3 PAGE	\$ 2,900	\$ 2,815	\$ 2,735	\$ 2,655	\$ 2,600	\$ 2,550

BLACK+WHITE	1X	6X	12X	18X	24X	40X
FULL PAGE	\$ 4,060	\$ 3,940	\$ 3,825	\$ 3,715	\$ 3,640	\$ 3,570
SPREAD ISLAND	\$ 3,855	\$ 3,740	\$ 3,635	\$ 3,525	\$ 3,460	\$ 3,390
2/3 PAGE	\$ 3,490	\$ 3,390	\$ 3,290	\$ 3,195	\$ 3,130	\$ 3,070
1/2 ISLAND	\$ 2,920	\$ 2,840	\$ 2,755	\$ 2,675	\$ 2,620	\$ 2,570
1/2 HORIZONTAL	\$ 2,680	\$ 2,600	\$ 2,525	\$ 2,450	\$ 2,400	\$ 2,355
1/3 PAGE	\$ 2,130	\$ 2,070	\$ 2,010	\$ 1,950	\$ 1,920	\$ 1,875

### MECHANICAL REQUIREMENTS

SIZE (width x height)	NON- BLEED	BLEED	TRIM
FULL PAGE	7 X 9 1/4	8 1/2 X 10 3/4	7 1/8 X 10 1/2
DOUBLE PAGE	15 X 9 1/4	16 X 10 3/4	15 1/2 X 10 1/2
2/3 PAGE VERTICAL	4 1/16 X 9 3/4	N/A	N/A
SPREAD ISLAND	10 X 4 3/4	N/A	N/A
1/2 PAGE HORIZONTAL	6 3/4 X 4 3/4	8 1/2 X 5 1/2	7 1/8 X 5 3/8
1/2 PAGE SPREAD	15 X 4 3/4	16 X 5 1/2	15 1/4 X 5 3/8
1/2 PAGE ISLAND	4 1/16 X 7 1/4	N/A	N/A
1/3 PAGE VERTICAL	2 1/8 X 9 3/4	2 1/2 X 10 3/4	2 1/8 X 10 1/2
1/3 PAGE SQUARE	4 1/16 X 4 3/4	N/A	N/A
1/6 PAGE VERTICAL	2 1/8 X 4 3/4	N/A	N/A



### PREMIUM COVER PRICING

**Barn Door (Saddle stitched issues):** \$14,500 net. 2 pages of high impact message delivery. Outside of barn door is actual magazine cover.

**Barn Door (perfect bound issues):** \$13,700 net. 2 pages of high impact message delivery. Front of tip-on is shared/magazine logo identity at top/balance to advertiser.

**Full Cover Tip:** \$11,900 net. 2 pages of high impact message delivery. Front of tip-on is shared/magazine logo identity at top/balance to advertiser.

**Half Cover Tip:** \$8,500 net. 1/2 page of high impact message delivery. Front of tip-on is duplication of actual magazine cover.

**Belly Band:** \$7,000 net. An outsert featuring your message wrapped around the magazine, making it the first thing readers see.

Typically used to offer a teaser, directing our readers to more information inside the issue, or to an integrated online promotion.

**Fractional 4-Color Ads:** Add \$725 net to 2-Color rates.

### SPECIAL ADVERTISING OPPORTUNITIES

Many companies face limited marketing budgets, but achieve high impact with their advertising investment in *Library Journal's* special sections.

#### SPOTLIGHT ADS

Created to allow "single title" advertising at a modest budget. Each ad is 1/2 page in size, full color, minimum copy. Program rates as low as \$810. Contact your sales representative.

#### PRODUCT & CATALOG SHOWCASE

Special sections that reflect the editorial content in the issue. Showcase ads offer color and reader response.

Showcase advertising is inexpensive, yet reaches the full readership of *Library Journal*.

For further information, contact **Howard Katz** at 646-380-0730, Fax: 646-380-0761, or email: [hkatz@mediasourceinc.com](mailto:hkatz@mediasourceinc.com).

### CLASSIFIED/RECRUITMENT ADVERTISING

For special advertising opportunities, closing deadlines, rates, and other classified information, contact **Howard Katz** at 646-380-0761, Fax: 646-380-0760, or email: [hkatz@mediasourceinc.com](mailto:hkatz@mediasourceinc.com)

#### PRINT RATES

Per line: \$28.00 (approximately 55 characters/line)

Per inch: (commissionable)

1 column = 3 3/8" / 2 column = 7 1/2"

#### ONLINE RATES

\$100 net additional for two weeks

\$150 net additional for one month

**ADVERTISING DEADLINE:** The Tuesday preceding the Monday issue by 3:00 pm (EST).



## 2015 ADDITIONAL PUBLICATIONS

**LIBRARY HOTLINE**  
BREAKING NEWS FOR LIBRARY AND INFORMATION DECISION MAKERS

**LAPL in Measure L Limbo:**  
Volunteers Help  
Los Angeles Public Library (LAPL) volunteers are helping to keep the library open during the Measure L limbo. The library is currently closed, and the future of the library is uncertain. Volunteers are helping to keep the library open and to provide services to the community.

**Librarians' Best**  
The Librarians' Best is a list of the best books, movies, and TV shows of the year. It is a great resource for librarians and book lovers alike.

**INSIDE**  
Library Journal's new digital edition is now available. It includes all the content from the print edition, plus additional digital-only content.

*Library Hotline* delivers the latest library news, information, and analysis of interest to decision makers and practitioners. Weekly issues offer coverage of innovative programs and events, current trends and issues, technology and vendor updates, continuing education opportunities, legislative updates, and more.

**2013 ALA GALLEY & SIGNING GUIDE**  
BY BARBARA HOFFERT  
This guide provides information on book signings and galley releases. It includes details on how to request a galley, how to schedule a signing, and how to promote the event.

**2013 BEA GALLEY & SIGNING GUIDE**  
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This guide provides information on book signings and galley releases. It includes details on how to request a galley, how to schedule a signing, and how to promote the event.

SIZE (width x height )	NON- BLEED	TRIM
FULL PAGE	8 X 10½	8 ½ X 11
1/3 PAGE	2 ½ X 9 ½	N/A
2/3 PAGE	4 7/8 X 9 ½	N/A
1/2 PAGE	7 1/2 X 4 3/4	N/A

Full Page

1/3 Page

2/3 Page

1/2 Page

BLACK+WHITE	1X	6X	12X
FULL PAGE	\$ 1,000	\$ 900	\$ 800
1/3 PAGE	\$ 900	\$ 800	\$ 700
2/3 PAGE	\$ 700	\$ 600	\$ 500
1/2 PAGE	\$ 500	\$ 400	\$ 300

### CONFERENCE GALLEY GUIDES

*Library Journal's* exclusive Galley & Signing Guides, curated by *PrePub Alert* editor Barbara Hoffert, are great vehicles to connect with librarians looking for the hottest new releases and hidden gems at ALA and BEA. Each Guide is limited to TWO sponsors who benefit from a unique integrated marketing package that includes multi-platform branding and lead generation.

**Sponsor #1: \$2,500**  
**Sponsor #2: \$1,500**

**Editions:** ALA Midwinter; BEA; ALA Annual

**LIBRARY BY design**  
FALL 2013

**Tomorrow Visualized**  
to inspire the researchers of the future, using large-scale visualization tools

**librarians' picks**  
books, movies, and TV shows that librarians love

**Contact sales rep for full pricing details.**

**LIBRARY BY DESIGN SUPPLEMENT**  
**Spring (Sept 2015) Reservations 4/3 Materials Due 4/10**  
**Fall (May 2015) Reservations 7/31 Materials Due 8/7**

SIZE (width x height )	NON- BLEED	BLEED	SAFETY	TRIM
TAB PAGE	9.5" x 11.875"	10.875" x 13.875"	10" x 13"	10.5" x 13.5"
TAB SPREAD	20" x 11.875"		20" x 13"	21" x 13.5"
JUNIOR PAGE	—	—	—	7.4375" x 9.75"
JUNIOR SPREAD	—	—	—	15.875" x 9.75"
1/2-PAGE HORIZONTAL	—	—	—	9.5" x 6"
1/2-PAGE SPREAD	20" x 16"	21.375" x 6.875"	20.75" x 6.25"	21" x 6.5"
2/3-PAGE VERTICAL	—	—	—	5.5" x 11.875"
1/3-PAGE STRIP	—	—	—	9.5" x 3.5"
1/3-PAGE SQUARE	—	—	—	5.5" x 5.75"
1/3-PAGE VERTICAL	—	—	—	3.5625" x 11.875"
1/6-PAGE VERTICAL	—	—	—	3.5625" x 5.75"
1/3-PAGE SPREAD	20" x 3.5"	21.375" x 4.375"	20.75" x 3.75"	21" x 4"

With over 4 million square feet of new and renovated space completed annually, *Library by Design* (LBD) is an essential tool for the library administration and design staff—bringing them new ideas and inspiration on library furnishings, equipment, systems and services. LBD is the premier vehicle to target your marketing message to our audience of librarians, space planners, interior designers, plus the 1,200 library specific architects who receive this publication.

**reference 2013**  
The Leading Psychology Research Journal

**REFERENCE ANNOUNCEMENTS SUPPLEMENT** Reservations 9/18 Materials Due 9/25

**MECHANICAL REQUIREMENTS**—See regular print specification [previous page]. Contact sales rep for full pricing details. Librarians look to *Library Journal's* Annual Reference Edition to bring them the latest on new product offerings for their Print and Electronic Reference Collections.

Delivered to 12,000+ paid subscribers for a total reach of 60,000 readers.

**ALA ANNUAL 2014**  
**aisle by aisle**  
EXHIBITOR GUIDE & COUPON BOOK

### aisle-by-aisle EXHIBITOR GUIDE & COUPON BOOKS

Distributed to all attendees and arranged in booth-number order, these guides helps exhibitors promote book signing and demonstration schedules, show specials, prize drawings, booth give-aways and more.

Coupon booklets available at the following shows:

- ALA Midwinter
- TxLA
- ALA Annual
- AASL

\$575 per coupon  
Cover Position: \$1,650  
(contact rep for full details)

## 2015 LIBRARYJOURNAL.COM RATES



### TICKER AD

Dimensions: 920x25

### LEADERBOARD

Dimensions: 728x90

(Ad will rotate in both top position and bottom position.)

### MEDIUM RECTANGLE

Dimensions: 300x250

### HALF PAGE

Dimensions: 300x600

### SKYSCRAPER

Dimensions: 160x600

### MEDIUM RECTANGLE

Dimensions: 300x250

### LEADERBOARD

Dimensions: 728x90

(Ad will rotate in both top position and bottom position.)

### BANNER ADVERTISING

Banner ad campaigns provide a simple and cost-effective way to increase brand awareness and visibility for new products while driving traffic to your site. Expand the creativity and interactivity of your online messaging with an attention-grabbing Flash/Rich Media ad, Site Takeover, or Interstitial

BANNER	SIZE	NET RATE	SITE TAKEOVER
LEADERBOARD	728x90	\$25 CPM	LEADERBOARD
MEDIUM RECTANGLE	300x250	\$25 CPM	MEDIUM RECTANGLE
SKYSCRAPER	300x600	\$25 CPM	SKYSCRAPER OR
HALF PAGE	160x600	\$25 CPM	HALF-PAGE AD
TICKER AD	920x25	\$25 CPM	\$1,750 PER DAY

All sizes ROS. 25k impressions minimum. 20% Premium for section targeting or exclusivity on a position. 20% premium plus \$1,500 creative charge for expandable ads.

### RICH MEDIA ADVERTISING

Flash/Rich Media ads provide unlimited possibilities with automation, sound or video options to put your product in the spotlight. Ask your representative for rates, specs, and more information.

BANNER	SIZE	EXPANDED SIZE	NET RATE
LEADERBOARD	728x90	728x180	\$35 CPM
MEDIUM RECTANGLE	300x250	600x260	\$35 CPM
SKYSCRAPER	160x600	320x600	\$35 CPM

### WELCOME PAGE/INTERSTITIAL AD

- Frequency Cap — one ad per user per day (Repeat presentations to same visitors blocked).
- Ad Location — full screen marketing messages appears for 15 seconds before the first page loads.
- Approximately 5,000 impressions/day (varies by day)

PREMIUM BANNER	SIZE	NET RATE
WELCOME PAGE/INTERSTITIAL AD	640x480	\$600 per day

(Ads are not to scale)



## 2015 ENEWS LETTER RATES

**LEADERBOARD**  
Dimensions: 728x90

**MEDIUM RECTANGLE**  
Dimensions: 300x250

**SKYSCRAPER**  
Dimensions: 160x600

**HYBRID**  
Dimensions: 468x60  
+50 words of text

**LOWER SKYSCRAPER**  
Dimensions: 160x600

**BANNER**  
Dimensions: 468x60

**LOWER RECTANGLE**  
Dimensions: 300x250

**Editor's Note**  
Patience Faltus  
Mobile apps that scan barcodes or QR codes to place holds and check out books. Self-service options from kiosks to an all-virtual library to patron-driven acquisition. These are being tested, and implemented, by public and academic libraries all over the country. What are the tools—and the keys to success? How do the LJSes play in this arena of user empowerment? And how can you get your library on board? Join Library Journal, keynote Brian Alexander (whose interests include emerging mobile technologies in teaching and learning), and speakers including the University of Minnesota's Cody Hanson, San Jose P.U.'s Katie Hill, Douglas County Library's Patricia Sandoz, project lead Lisa Carlucci Thomas, and a slew of others at [LJ's Virtual Tech Summit](#) on December 8. Power to the Patron, sponsored by SerialsDirect, Complete Technology, Innovative Interfaces, and others. See the full [program](#) and list of speakers, and register now—[Patience Faltus](#), LJ Editor-in-Chief

**Power to the Patron Q&A: BYU's Michael Whitchurch on Mobile Trends in Libraries**  
LJ: What library services do you think are particularly improved by using mobile technologies?  
**Whitchurch:** For the most part, mobile device users prefer to use services that are simpler to use on a mobile device, rather than relying on tethered computers. Using QR codes as a means of transferring important information (e.g., event information on a poster, call number for a book, contact information for a librarian, etc.) is an excellent use. Customizing a web app to provide search, video viewing, circulation, and location services for mobile devices are also excellent implementations.  
[Read More](#)

**Florida Library Makes 34,000 Ebooks Available at International Airport**  
Travelers at the Fort Lauderdale-Hollywood International Airport can now download free ebooks from the Broward County Library while they wait to claim their luggage. The partnership between the library and the airport began during the summer but only recently has begun to attract notice. The airport all together has 36 LCD screens that are reserved for advertisements or public service announcements.  
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(Ads are not to scale.)  
\*Prepub Alert and Audio in Advance have slightly different ad spaces available than shown. Please contact your sales rep for detailed pricing and availability.

### LJXPRESS | DISTRIBUTED WEEKLY - TUESDAYS | 22,000 SUBSCRIBERS

LJXpress provides public and academic librarians with a snapshot of the latest news from the field, plus select highlights from the magazine, along with a featured Job Zone posting, and weekly Xpress Reviews.

### LJ REVIEWS | DISTRIBUTED TWICE MONTHLY - 1ST & 3RD THURSDAY | 25,000 SUBSCRIBERS

LJ Reviews serves up a potent mix of previews of upcoming titles; timely reviews of current books, audiobooks, DVDs, and other media; and cutting-edge collection development and readers' advisory guidance from LJ staffers and contributors. Plus, author and publisher interviews and conference coverage.

### PREPUB ALERT\* | DISTRIBUTED WEEKLY - MONDAYS | 31,000 SUBSCRIBERS

Prepub Alert delivers to collection development librarians a first-buy guide to what's new and exciting in publishing, 3-6 months before publication. Highlights include in-depth coverage of dozens of leading titles in a wide range of topics, editor/author interviews, and LJ editor Barbara Hoffert's insightful Picks.

### AUDIO IN ADVANCE\* | DISTRIBUTED MONTHLY - 2ND FRIDAY | 5,000 SUBSCRIBERS

Audio in Advance offers previews of selected audiobooks two months ahead of publication, along with recommended picks, and occasional interviews with notable authors and narrators.

BANNER	SIZE	1 X (NET RATE)	4 X (NET RATE)	12X (NET RATE)
LEADERBOARD	728x90	\$900	\$800	\$700
MEDIUM RECTANGLE #1	300x250	\$900	\$800	\$700
SKYSCRAPER #1	160x600	\$900	\$800	\$700
SKYSCRAPER #2	160x600	\$800	\$700	\$600
HYBRID	468x60	\$725	\$625	\$525
BANNER	468x60	\$600	\$500	\$400
MEDIUM RECTANGLE #2	300x250	\$600	\$500	\$400

**SOLE SPONSORSHIP (3-5 UNITS): \$2,000**

### ACADEMIC NEWSWIRE | DISTRIBUTED WEEKLY - THURSDAYS | 12,000 SUBSCRIBERS

Academic Newswire supplies essential news and insights for academic librarians and features columns from Steven Bell (From the Bell Tower), Barbara Fister (Peer to Peer Review), and others, plus fascinating newsmaker interviews.

### ACADEMIC VOICES | DISTRIBUTED MONTHLY - 3RD WEDNESDAY | 12,000 SUBSCRIBERS

Academic Voices brings together the writing of our highly regarded columnists who contribute regularly to Library Journal about issues that affect the academic community.

BANNER	SIZE	1 X (NET RATE)	4 X (NET RATE)	12X (NET RATE)
LEADERBOARD	728x90	\$800	\$700	\$600
MEDIUM RECTANGLE #1	300x250	\$800	\$700	\$600
SKYSCRAPER #1	160x600	\$800	\$700	\$600
SKYSCRAPER #2	160x600	\$700	\$600	\$500
HYBRID	468x60	\$725	\$625	\$525
BANNER	468x60	\$600	\$550	\$500
MEDIUM RECTANGLE #2	300x250	\$600	\$550	\$500

**SOLE SPONSORSHIP (3-5 UNITS): \$2,000**

## 2015 LEAD GENERATION / DEDICATED EMAILS



### HTML E-MAIL ALERT

An email alert is our digital version of direct mail. This targeted program allows you complete flexibility in messaging and timing. Tell your story through compelling graphics, along with your own call-to action aimed directly at public and/or academic libraries. Customizable templates available.

READERSHIP	RATE
Deployment to full opt-in promotional list ("Full Run")	\$3,750
1 targeted e-newsletter list: news, reviews, academic (Readership ranges from 12,000-35,000)	\$2,750



### SWEEPSTAKES/GIVEWAYS

LJ's customized sweepstakes program allows sponsors to generate hundreds of leads by showcasing services, upcoming titles, new series, authors, and products in a creative and exciting fashion.

### SPONSOR RECEIVES

- Registration demographics and contact info
- Customized thank you page ad and thank you e-mail
- ROS banner ad rotation on libraryjournal.com for duration of campaign (unit TBD)
- Newsletter banner (468x60) promoting sweepstakes (4x)
- Email alert to subscribers of LJ e-newsletter readers
- Print ad promoting sweepstakes page
- Minimum 200 leads

**RATE:** \$7,500

## Events: Live & Online

*Library Journal* delivers a variety of insightful and engaging programs designed to keep librarians, publishers, and vendors up-to-date on the evolving technological advancements, community needs, and external pressures affecting libraries. From Day of Dialog and Lead the Change to The Digital Shift (in partnership with *School Library Journal*), our live and online events bring together experts and thought leaders from the library, literary, and technology realms, guided by our experienced editorial team to offer provocative and informative conversations, presentations, and interactive platforms.

Perennially popular topics include collection development; emerging technologies; building & design; leadership and strategic development; and management, marketing, and fundraising—created for the maximum benefit of our public and academic library professional attendees.

## Mark Your Calendar

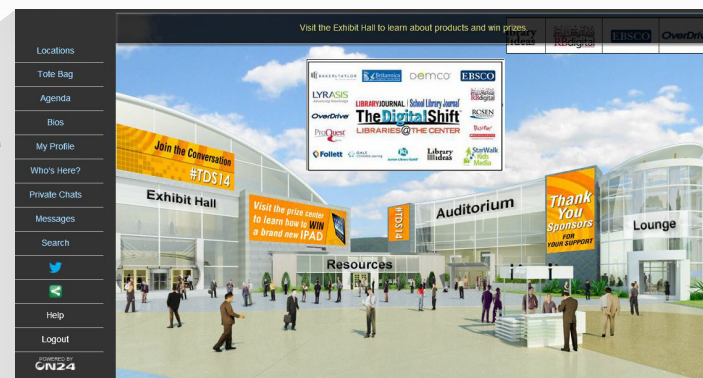
- **2015:** Lead the Change (12x, Dates & Locations TBA)
- **January:** Librarian of the Year
- **May:** Design Institute
- **May:** Day of Dialog
- **June:** Movers & Shakers
- **October:** The Digital Shift (Virtual)
- **November:** Design Institute
- **December:** Directors' Summit

Sponsorship opportunities vary.  
Contact your sales representative for more information.

### The Digital Shift™ LIBRARIES@THE CENTER

**6,500+**

Tech-Savvy Librarians registered  
for full-day Online Event



The Digital Shift, 2014

### LEAD the CHANGE

**1,000+**

Library Leaders trained in **15 States**



Lead the Change, Long Island, 2014

### day of dialog **200+**

Influential Acquisitions Librarians  
gathered in NYC (**SOLD OUT EVENT**)



LJ Day of Dialog, 2014



## 2015 WEBCAST OPPORTUNITIES



**Library Journal webcasts are engaging, interactive presentations that offer sponsors the ideal format to position themselves as thought leaders, engage directly with interested customers and prospects, and generate qualified sales leads.**

Our basic Webcast package includes a 60-minute live, interactive presentation with full turnkey production; integrated promotion of the webcast and sponsor's brand in print, online, and via email; and personal engagement with qualified prospects.

**87%**

attended webcasts for professional development

**72%**

prefer webcast format for professional development activities

### TOPICS OF HIGHEST INTEREST

Emerging Technologies	71%
Marketing the library	56%
Programming ideas	53%
Leadership skills	47%

### SINGLE SPONSOR WEBCAST PACKAGE

- 60-minute live, interactive presentation
- Qualified leads via registration questions (3 max)
- Training and technical assistance before and during the webcast
- Up to 3 PDF handouts placed in audience console for attendee download
- Real-time reporting and live polling of attendees
- 3-month On-Demand archive
- Minimum 200 Leads (varies by topic)

### PROMOTIONAL ELEMENTS INCLUDE

- One (1) dedicated email blasts
- Up to 6 weeks promotional consideration in print, online and in newsletters for the live webcast or archive
- ROS Skyscraper (160x600) promoting live webcast
- Newsletter Banner (468x60) promoting live webcast

**RATE: \$8,750 - SINGLE SPONSOR**

**NOTES:** Client is required to supply all creative materials, including HTML for the dedicated email blast. Webcast title, date, and time must be finalized 10 weeks before the live event. Webcast copy and panelists must be finalized 8 weeks before the live event. Webcast slides must be finalized 3 weeks before the live event

### MULTI-PUBLISHER WEBCAST PACKAGE

- 60-minute total live, interactive presentation
- Training and technical assistance before and during the webcast
- Title/ISBN lists placed in audience console for attendee download
- 3-month On-Demand archive
- Minimum 200 Leads (varies by topic)

### PROMOTIONAL ELEMENTS INCLUDE

- One (1) dedicated email blasts
- Up to 6 weeks promotional consideration in print, online and in newsletters for the live webcast and/or archive
- ROS Skyscraper (160x600) promoting live webcast
- Newsletter Banner (468x60) promoting live webcast

**RATE: \$2500/PUBLISHER** (minimum of two publishers/webcast, maximum of four)

**NOTES:** LJ will create all online promotional materials. Client is required to supply two book jackets, logo and panelist info, 8 weeks before the live event. Webcast slides must be finalized 3 weeks before the live event.

# LIBRARYJOURNAL®

## 2015 AD GUIDELINES AND DELIVERY



### PRINT GUIDELINES & DELIVERY INFORMATION

#### COPY AND CONTRACT REGULATIONS

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.
- Advertising that simulates editorial content will include 'Advertisement' or will not be accepted.
- Cancellations will not be accepted after the advertising close. Preferred positions are non-cancellable.

#### SUBMISSION INFORMATION

Our required file format for print advertising is PDF/x1a2001 with your compatibility set to Acrobat 4 (PDF 1.3). File dropoff location: [www.mediasourceads.com](http://www.mediasourceads.com). Note: Our publication prints at 133-line screen. This means that resolution for artwork is to be 300 dpi at 100%.

#### MECHANICAL REQUIREMENTS

- Printing: Web offset. SWOP standards apply.
- Publication trim size: 7 7/8" x 10 1/2".
- Binding method: Contact Production Department for specific details.
- Standard unit size in inches. Keep live matter 1/4" or more from head and foot trims. Allow 3/8" safety from gutter and face trims for all live matter. Spreads in perfect bound issues must include a 3/8" gutter safety on each page from type to trim.
- Inserts, Tip-Ins, Gatefolds and Aqueous Cover Coating where applicable: Please consult production department for specifications and production charges.

#### MAILING INSTRUCTIONS

Advertising materials can be forwarded to:

Library Journal, Production Department  
123 William Street, Suite 802  
New York, NY 10038  
Attn: Nina Quintana, Production Manager  
Tel: 646-380-0742, Fax: 646-380-0757  
[nquintana@mediasourceinc.com](mailto:nquintana@mediasourceinc.com)

### ONLINE GUIDELINES & DELIVERY INFORMATION

#### WEBSITE SPECIFICATIONS AND DELIVERY

- We accept gif or jpeg format, 3rd party ad tags for all newsletter and Web site ads. Maximum of approximately 40k  
*(Note: Some email clients will not display animated .gifs, with only the first frame of the image appearing).*
- We accept Flash ads only for web site ads, not for newsletters. For Flash specifications, please see below.
- Rich media ads are available at premium rates. See below for specs.
- A URL is required for each position, and materials are due **10 business days** prior to "live" date.
- E-mail creative to: [digitalads@mediasourceinc.com](mailto:digitalads@mediasourceinc.com) (subject line should include: Client Name, Ad Positioning [i.e. LJ.com, Skyscraper], Run Date(s), and clickthrough URL.)

#### FLASH SPECIFICATIONS AND DELIVERY

- Please submit Flash files in .swf format, with backup gif and linking URL required. The linking URL cannot be embedded in the file.
- All Flash ads must contain an invisible button layer, coded with the following clickTAG script:

```
on (release) {  
    getURL (clickTag, "_blank"); };
```

- Include version of Flash and operating system in delivery of creative to: [digitalads@mediasourceinc.com](mailto:digitalads@mediasourceinc.com).

#### RICH MEDIA SPECIFICATIONS AND DELIVERY

- Two individual swf files required (collapsed creative: 300x250, and expanded creative: 600x260.)
- Back up gif or jpeg file at 300x250 required, with a maximum file size is 50K. See above "Flash track clicks" information for clickthrough specifications.
- E-mail creative to: [digitalads@mediasourceinc.com](mailto:digitalads@mediasourceinc.com)

#### E-NEWSLETTERS AD SPECIFICATIONS AND DELIVERY

- We accept gif or jpeg format (**Flash files will not be accepted**). All ad sizes are a maximum of approximately 40k.
- A URL is required for each position, and materials are due **10 business days** prior to "live" date.
- E-mail creative to: [digitalads@mediasourceinc.com](mailto:digitalads@mediasourceinc.com) (subject line should include: Client Name, Ad Positioning [i.e. LJXpress, Skyscraper], Run Date(s), and clickthrough URL.)

#### HTML E-MAIL ALERT SPECIFICATIONS AND DELIVERY

- Maximum file size (includes images): 100KB
- Subject line required: 80 characters max (no "FREE!" exclamation points or all caps.)
- All images must be .GIF or .JPG, and be served from the advertiser's server, not Flash, Java, JavaScript, Active X, or automatic downloads.
- If using CSS in your e-mail, the styles must be embedded inline at the HTML tag level. Do not link to an external style sheet or include CSS in a block at the header level of the HTML page.
- Full and FINAL file (.html, if desired, .txt) and completed checklist must be received 48 hours before deployment date/time to [amorrison@mediasourceinc.com](mailto:amorrison@mediasourceinc.com).

### ADVERTISING & SALES INFORMATION

#### Ian Singer

##### VP, Group Publisher

Tel: 646-380-0747

[isinger@mediasourceinc.com](mailto:isinger@mediasourceinc.com)

#### Roy Futterman

##### Advertising Director

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Tel: 646-380-0718 • Fax: 646-380-0758

[rfutterman@mediasourceinc.com](mailto:rfutterman@mediasourceinc.com)

#### Cathy Hoey

California, Georgia, Indiana, Maryland, Minnesota, New Jersey, New York State, New York City, North Carolina, South Carolina, Tennessee, Washington, Wisconsin, Eastern Canada

Tel: 646-380-0725 • Fax: 646-380-0757

[choey@mediasourceinc.com](mailto:choey@mediasourceinc.com)

#### Howard Katz

##### Special Sections, Classifieds

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#### Nina Quintana

##### Production Manager

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